

A person with long dark hair, wearing a grey knit sweater, is holding a lit sparkler. The sparkler is bright and glowing, with many sparks flying out. The background is dark and out of focus.


# *The Power of Moments*

## *& Relationship-Building Practices in Education*

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Why Certain Experiences Have Extraordinary Impact



# THE POWER OF MOMENTS

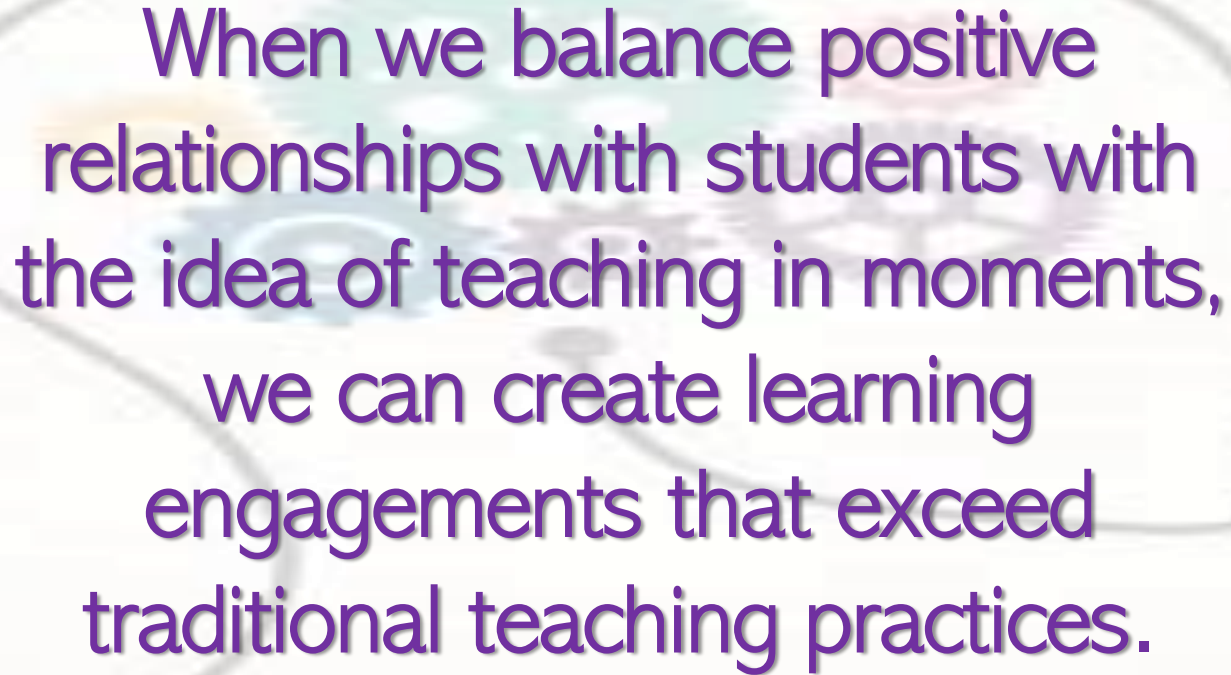
**CHIP HEATH & DAN HEATH**

The bestselling authors of *SWITCH* and *MADE TO STICK*

“Our research suggests that people’s positive defining moments have a lot in common, and if we understand the elements they’re made of, we can make more of them” (Heath & Heath)

Every student does the  
best they can with the  
skills they have in each  
moment...

*it is our job to take  
each moment as an  
opportunity to teach*



When we balance positive  
relationships with students with  
the idea of teaching in moments,  
we can create learning  
engagements that exceed  
traditional teaching practices.



# Relationships - Why they are important...

## Here's what happens:

1 Your brain takes in what's happening around you.



2 Your brain talks to all its parts – your body, your brainstem, your limbic area, your whole cortex.

3 Your brain pulls all them together and assigns it meaning.



Your relationships will impact the kinds of energy flow and information being sent to your body and brain. This includes positive and negative information.

Relationships are strengthen based on the “vibe” you give off when you are interacting with another person.

Similar to a parent/child relationship, the teacher/student relationship requires the same kind of positive vibe to be maintained, even when times get rough

# What are moments?



## How can they create meaning?



# Defining Moments:

meaningful experiences that stand out in our memory

- They shape our lives
- We don't have to wait for them to happen
- We can be the authors of them

\*Research shows that defining moments share a set of common elements.

\*You can create defining moments by making use of those elements.

Why  
would  
we  
want  
to  
create  
them?

**To enrich your life.**

**To connect with others.**

**To make memories.**

**To improve the experiences of others.**



## Research Shows:

- \* Our lives are measured in moments, and defining moments are the ones that endure in our memories
- \* Why do we remember what we do?
- \* Some experiences are more memorable than others.
- \* Psychologists have found when recalling an experience, we ignore most of what happened and instead focus on a few particular moments.



Reflect on meaningful moment for you...



A large, cylindrical metal bucket, possibly made of aluminum or stainless steel, is shown. It is filled with water, which has a slightly rippled surface. The bucket has a handle on the right side and a small, dark object floating in the water. The background is a plain, light-colored wall.

# Cold Water Experiment



# Evaluating painful experiences



When people tend to assess an experience, then tend to forget or ignore its length – a phenomenon called “*duration neglect*”

--- instead they rate the experience based on 2 key moments:

1. The best or worst moment, known as the “peak”
2. The ending. Psychologists call this the peak-end rule.

Research explains why...

- in reflecting on your experience, you'll remember the peak and the end.

***Everything else will fade.***

The background of the slide is a dark, almost black, space filled with ethereal, flowing patterns of bright pink and magenta. These patterns resemble smoke, liquid, or perhaps a nebula, with some areas being more concentrated and glowing, while others are thin, wispy trails. The overall effect is one of dynamic movement and vibrant contrast against the dark backdrop.

When we assess our experiences, we don't average our minute-by-minute sensations...  
rather we remember flagship moments:  
***the peaks, the pits, & the transitions.***



Beginnings and endings can blur = ***Transitions.***  
They encompass both endings and beginnings.



- **Simple point:** some moments are vastly more meaningful than others
- In education, we're not good at investing in such moments... there's no attempt to share a few "peak" moments
- A defining moment is a short experience that is both memorable and meaningful - "short" is relative



# Defining moments are created from one or more of 4 elements:

## 1. Elevation

Defining moments rise above the everyday. They do not provoke just transient happiness, but memorable delight.

Moments of elevation transcend the normal course of events, *they are literally extraordinary*.





## 2. Insight



Defining moments *rewire our understanding of ourselves or our world* – in a few seconds or minutes, we realize something that might influence our lives for decades.

Psychologist Roy Baumeister studied life changes that were precipitated by a "crystallization of discontent" --- moments when people abruptly saw things as they were.

~Although these moments seem serendipitous, we can engineer them, or at least lay the groundwork, to change them~

### 3. Pride

Defining moments capture us at our best – moments of achievement, moments of courage.

Knowing the architecture of pride – how to plan for a series of milestone moments that build on each other to achieve a larger goal

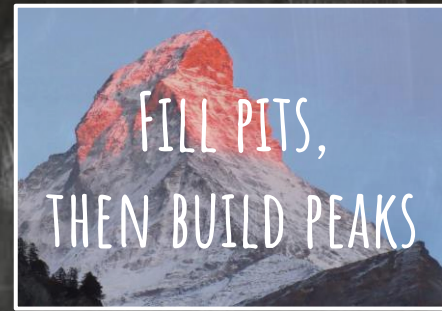


## 4. Connection

A close-up photograph of two hands reaching towards each other against a dark background. The hand on the left is positioned higher and further back, while the hand on the right is lower and closer to the viewer. A bright, glowing blue light emanates from the space between the two hands, creating a lens flare effect that stretches horizontally across the frame. The skin tones are natural, and the lighting is soft, highlighting the contours of the hands.

Defining moments *are social* –  
these moments are strengthened because we share  
them together

# Creating Successful Experiences:



# SUCCESS

1. Fill the pits & Make Memories
2. Focus on creating moments that will make the experience *REMARKABLE*



# To build peaks and elevate a moment

1. Boost sensory appeal

\*turn up the volume on reality\*

2. Raise the stakes

3. Break the script

\*violate expectations about an experience\*





# Peaks & pits for Memory Formation

- Memory is the way we link past events to affect future function.
- It constructs the past, the present, and the anticipated future thoughts influenced by both internal and external factors.
- The brain experiences the world and encodes this interaction in a manner that alters future ways of responding.
- Our previous experiences shape our ways of behaving, including patterns of relating to others.

*"Memory is not a static thing, but an active set of processes"*  
- Daniel Siegel

# Creating "Moment-Spotting" Habits

- This can feel unnatural at first
- Most systems are consumed with goals.



- The goal is not the thing---  
*moments are the thing.*
- Moments are what we remember and what we cherish.
- Certainly we might celebrate achieving a goal, but the achievement is embedded in a moment.

# Ways to Create Memories in Moments

- Using "souvenirs" as "treasure chest" items
- Break the script or Change the Narrative
- The power of an unexpected "Yes."
- A sudden reprieve from routines or responsibilities
- Embrace the hardest moment
- Turn days/ideas into quests.
- Intentionally plan for peaks.
- Track 'journey' accomplishments.
- Making special days "peakier"
- Create conversation starters with kids & have deeper conversations
- Letting the to-do list wait.
- Create intentional moments when paths diverge/cross

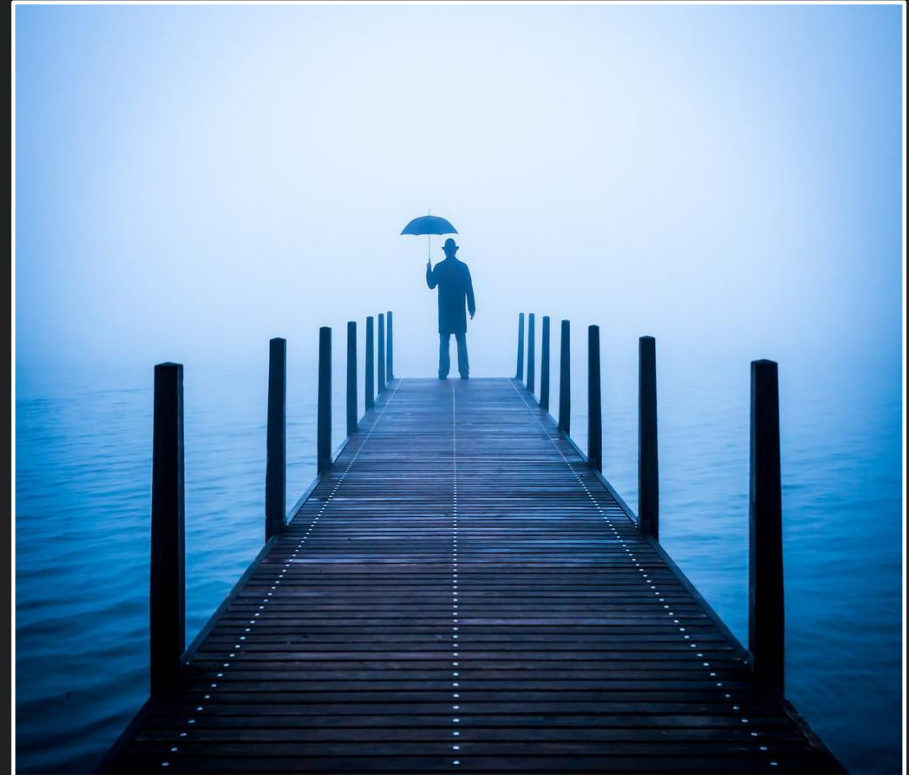




- ★ Studies show that reliability, dependability, and competence create successful experiences.
- ★ To create a memorable experience, you need the behavioral and interpersonal parts.
- ★ You need the element of *pleasant surprise*...and that comes when human beings interact.

# Thinking in Moments:

- Lack of attention to moments causes chaos & uncertainty
- To avoid this we must understand *when special moments are needed.*
- We must learn to *think in moments...* to spot the occasions that are worthy of investment







# BUILDING PEAKS

## THE CONCEPT IS SIMPLE ~ THE EXECUTION IS HARD

- HOW DID THIS INFORMATION RESONANT WITH YOU?
- HOW ARE YOU GOING TO THINK *ABOUT* MOMENTS DIFFERENTLY NOW?
- HOW ARE YOU GOING TO THINK *IN* MOMENTS DIFFERENTLY NOW?
- WE CANNOT ELIMINATE NEGATIVES, SO HOW ARE WE GOING TO FLIP PITS INTO PEAKS?
- HOW CAN WE START TO DRAW THAT DIVIDING LINE BETWEEN A STUDENTS SELF-CONCEPT OF "OLD YOU" INTO THEIR "NEW YOU?" (THE FRESH-START EFFECT)

Life is a  
collection  
of moments



Thank you  
for watching!  
Best wishes!  
~ Stacy ♥ ~